

# CONNECTION

LIBRARY OF CALIFORNIA

 CALIFORNIA  
STATE LIBRARY  
FOUNDED 1850
*Library of California News*

## Library of California in plain language

The Library of California revolutionizes the way Californians request and receive information from their libraries, a complex process. The common definition of the Library of California is that it:

" i n c r e a s e s resource-sharing among libraries, offers services and programs that address the costs of sharing services and materials between libraries and e n a b l e s libraries to store and share information for the benefit of all Californians."

Some of these terms, though, might seem abstract even to those entrenched in the library field. Many people may still be unclear about what *exactly* the Library of California is and does.

### *Let's simplify things.*

The Library of California is not a library. It's a program state government enacted in 1998 and activated in 1999 that hooks California's libraries together via a network so the libraries can share each other's collections and resources. The name *Library of California* embodies the program's mission to offer Californians one virtual library whose door is on anyone's computer desktop. The Library of California program is what director Diana Paque calls "invisible to patrons." Its primary purpose is to help California libraries do their

job better, invisibly.

Here are the Statewide and regional resources libraries that participate in the Library of California program:

- California State Library
- Regional library networks
- Local libraries
- Statewide and regional resource libraries such as the University of California and California State University campuses, and major public libraries.
- Information agencies

The Library of California board oversees the Library of

California program and a highly trained team of specialists run it at the California State Library. The program's operators are devoted to ensuring that California's library patrons have the best access to information possible, and that libraries, by being part of a group, or *regional network*, save money and increase patronage by sharing services and materials.

California has four types of libraries, academic (community colleges through graduate schools), special (corporate and government), school (K-12) and public. When a library becomes a member of the


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## Plain Language

Library of California, that library becomes part of a regional network (decided by the library's geographic location in California). The member library then enjoys the benefits of instant access to the databases of its specific Library of California region and to the textual collections of all Library of California members statewide. Libraries within the region do business with each other regardless of their differing types: the Library of California dissolves common lending restrictions.

### ***The Library of California's seven regions are:***

- Cascade Pacific (*northern California border*)
- Golden Gateway (*bay area and north coast*)
- Sierra Valley (*Sierras, foothills and Sacramento valley*)
- Heartland (*Fresno, Bakersfield and surrounding valleys*)
- Gold Coast (*central coast*)
- Arroyo Seco (*Los Angeles and vicinity*)
- Tierra del Sol (*San Bernardino to the Mexico border*)

Because the Library of California is a program administered by a state of California agency, libraries that join the network and become part of a region receive state services. Library of California member-libraries enjoy:

- Delivery service between regions.
- Financial and staff support for the on-line servers, or search engines, that are the technological backbone of the electronic communications between regional members.
- Financial reimbursement for libraries serving patrons other than their own.
- Access to costly databases that the state has negotiated at the government level
- Access to state-funded services that the state made available to all the libraries in the region
- Statewide reference support.

Patrons, on the other hand, benefit from their libraries' membership in the Library of California in a simpler way. A patron whose library is a member of the Library of California program can, using his or her "PIN," locate and request a text from a PC anywhere in the state. Within days, that text will be delivered to the participating library closest to the patron.

### ***The following brief examples show how the program can help patrons:***

- A high school student has an assignment to read a play that is not available in the student's high school library. He goes to the library catalog on-line, learns that the play is available at his nearest California State University library, and requests the play. The student has the play in hand in time to

use for the class assignment.

- A patron is taking a civil service test, and all the test books in his local public library are checked out. When he consults the reference librarian, he finds that he has several options: locate the materials at another library and have them sent, use a copy of the test book in an electronic format (e-book), or buy the book on-line. The reference librarian walks him through the options, and the patron decides to buy the book because he is uncomfortable using an e-book. But he also doesn't know how to buy the book on-line. The reference librarian shows him the bookstore websites, and helps him place his order.
- A patron is looking for an old swing song's sheet music. Since her local library does not carry sheet music or song-books, the librarian passes the question along to the city's cultural reference center. The center librarian searches the network's song index, finds the sheet music and faxes a copy to the patron.
- A community college professor instructs her history class to find structures in the region that were built by the WPA in the 1930's. The college library's reference librarian contacts the local government's reference center whose librarian develops a list of buildings, bridges, retaining walls, and so on. The government reference librarian emails the list to the college library's reference librarian.

The Library of California's outstanding service to California library patrons embodies the values that underscore the purpose of libraries. State Librarian Dr. Kevin Starr said, "To use the language of *Star Trek*, the 'prime directive' of all State Library outreach programs is to insure equal and complete library service for all Californians. No program at the State Library is more key to this effort than the Library of California."

Because of the Library of California, disabled men and women, people isolated in both California's rural and urban niches, single parents, researchers, students, anyone, under any circumstance, has access to a broad range of California's collections and databases, from anywhere and for free.



## READER SURVEY

Please take a few moments to complete *Connection's* reader survey.

Just double-click on this site:

<http://thalia.247ref.org/connection/>

*Thank you.*

# State Library launches California Campaign for Libraries in San Diego

On July 2, the California State Library launched its multi-year, multimedia California Campaign for Libraries at its preliminary site in the San Diego media market. The California Campaign for Libraries is a series of 13-week media campaigns that will circulate through California's major media markets from July 2001 to March 2003. The campaign includes network, cable and Spanish television ads, teen and Spanish radio spots, and bilingual billboards and bus shelters all featuring the campaign theme "The Library-Check it out."

messages will keep the California Campaign for Libraries fresh throughout its two-year run. The campaign's impact comes from its messengers-local residents and national celebrities offering testimonials on the value of books, reading, and the library.

When the San Diego campaign concludes, the California Campaign for Libraries will air in Los Angeles and San Francisco (January-April 2002), San Jose and Riverside/San Bernardino (July-September 2002), and Sacramento and Fresno (January-April 2003).

In September 2001, a six-month outdoor campaign consisting of 25 billboards will commence in northern California counties, including Butte, Colusa, Del Norte, Glenn, Humboldt, Lassen, Shasta, Siskiyou, and Tehama. The north state billboard campaign will reach over 90 percent of the residents of those counties.

Campaign producers expect to leverage \$900,000 in federal Library Services and Technology Act (LSTA) funds into a media campaign valued at over \$3.2 million over the two-year campaign. The San Diego campaign is being paid for with \$85,000 in seed money from federal LSTA funds, and by local media (the campaign media partners are providing \$2.3 million in advertising).

San Diego Public Library director Anna Tatar said, "This campaign will generate over \$500,000 of media exposure for an \$85,000 media buy. Essentially, our media partners are paying for the campaign. Based on the success that the California State Library had with the pilot test in early 2000, I have high hopes for the campaign's potential to promote libraries."

San Diego Public Library hosted a field test of the campaign from January to April 2000. META Information Services, a Sacramento market research firm, evaluated the impact of that TV-only test and concluded that the 13-week campaign was effective. The current campaign expands the media buys beyond television to include teen and Spanish radio, and bilingual billboards and bus shelters.

The San Diego campaign is being co-hosted by San



*San Diego Padres pitcher, Trevor Hoffman, is one of the spokespersons for the California Campaign for Libraries in the San Diego media market*

Filmmaker Luis Valdez is just one of many national spokespersons whose endorsements of libraries, books, and reading will be seen and heard during the campaign. In one TV spot he says, "As a playwright and filmmaker, I know the importance of learning to read at an early age. Good readers are more creative, more curious, and more confident in school. All it takes is a little imagination and a library card. The Library-Check it out." Other national spokespersons include Audrey Geisel (Mrs. "Dr. Seuss"); Bill Walton, Basketball Hall of Fame; Joseph Waumbaugh, best-selling author; Linda Ellerbee, TV producer, journalist, and best-selling author; and Jack Perkins, host of A&E's "Biography."

Although each TV spot has a different spokesperson (some national, some local) and a slightly different message, the entire series uses the common theme, "The Library-Check it out." Using different spokespersons and

*Please see Campaign for Libraries, page 4*



## **Campaign for Libraries**

Diego Public Library and the Serra Cooperative Library System, which serves 14 public library jurisdictions in over 100 library locations in San Diego and Imperial counties.

Sue Swisher, the coordinator of the Serra Cooperative Library System, said, "This campaign will provide high visibility for all types of libraries in the San Diego media market, and encourage people to take advantage of all that libraries offer. Libraries today offer access to computers, music CDs, videos, and more. Libraries are more vital to a community's quality of life than ever before."

Media partners for the San Diego campaign include: KGTV-Channel 10/ABC; Cox Cable San Diego; Time Warner Cable San Diego; KBNT-Univision (Spanish-language television station); teen radio station KHTS-FM/93.3; Spanish radio stations KLVN-FM/106.5 (La Nueva) and KLQV-FM/102.9 (K-Love); and Infinity Outdoor Advertising.

Network, cable, and Spanish television spots will air July 2 through September 30; bus shelter ads will be mounted July 2 through September 30; teen and Spanish radio ads will air July 30 through September 30; and bilingual billboards will be mounted August 6 through September 30.

San Diego spokespersons include: Trevor Hoffman,

San Diego Padres; Marcellus Wiley, San Diego Chargers; Shannon MacMillan, San Diego Spirit; Jane Mitchell, Channel 4 San Diego; Gregg Rolie, Rock and Roll Hall of Fame musician; Joan Embury, San Diego Zoo; the Ordano family of Chula Vista; Drew Schlosberg, The San Diego Union-Tribune; Nick Backlund, Nissan Design; Phoebe Chongchua, KGTV-San Diego; Jack O'Brien, Old Globe Theatre; and Margaret Porter-Troupe, The Porter-Troupe Gallery.

Bilingual billboards and bus shelters feature "The Library-Check it out" slogan in English and Spanish, and also promote a website: [www.sdlibraries.net](http://www.sdlibraries.net). Visitors to this website can link to any library in the Serra Cooperative Library System. The number of visits to the website will also be tallied to help measure the campaign's impact.

This project is supported primarily by the U.S. Institute of Museum and Library Services under the provisions of LSTA, administered in California by the State Librarian.

For more information, contact Kathy Low, human resources consultant, CSL, at (916) 653-6822, or by email to [klow@library.ca.gov](mailto:klow@library.ca.gov), or contact Bessie Condos Tichauer, children and youth services consultant, CSL, at (916) 653-8293, or by email to [btichauer@library.ca.gov](mailto:btichauer@library.ca.gov).

### **A P P O I N T M E N T**

## **Carla Lehn hired as new literacy consultant at State Library**

Carla Lehn, a private consultant from Kauai, Hawaii, has been hired as a new literacy programs consultant for the Library Development Services bureau of the California State Library.

Under the direction of Liz Gibson, assistant bureau chief at the CSL, Ms. Lehn will be in charge of the Library Literacy and Books Services (LLABS) program, and will also work on other literacy, volunteerism, and community development-type programs.

For several years Ms. Lehn worked as a consultant on CSL's Rural Initiative program. She trained librarians and library trustees and commissioners about volunteerism, assessed the informational needs

of rural communities as part of the CSL's Rural Initiative 3-year strategic planning process, and helped convene a task force of rural library directors and library and continuing education leaders to look at developing a library practitioner certification program to address the continuing education needs of rural library staff.

Ms. Lehn has also authored several articles on volunteerism, including "Volunteerism Involvement in California Libraries: 'Best Practices,'" which CSL published in 1999.

Carla can be contacted by phone at (916) 653-7743, or by email to [clehn@library.ca.gov](mailto:clehn@library.ca.gov).

# The Start of Official Rulemaking for the Library Bond Act Regulations



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Library Programs Consultant (Title 5)  
(916) 653-5572

On July 20, 2001, Library Bond Act Manager Richard B. Hall announced the filing of Notices of Proposed Rulemaking for both Title 5 and Title 24 Regulations. The notices mark the beginning of an official 45-day comment period, followed by Public Hearings on September 4, 2001.

The public hearings will be held at the Employment Development Department, First Floor Auditorium, Room 1098, 722 Capitol Mall, Sacramento, California. The Title 24 hearing will be held from 8:30 a.m. to 9:30 a.m., and the Title 5 hearing will be from 10:00 a.m. to Noon and from 1:00 p.m. to 3:00 p.m.

Comments sent in writing or by email carry the same weight as those made in person at the Public Hearings. The current versions of both the Title 5 and Title 24 Regulations, as well as the Initial Statement of Reasons, are posted on the California State Library website at [www.library.ca.gov](http://www.library.ca.gov) - Click on "Library Bond Act."

During the 45-day comment period, written comments on the Proposed Regulations may be sent to:

### **Title 5 Regulations**

**Email:** title5@library.ca.gov  
*or*

**U.S. Mail:** Title 5 Rulemaking  
Linda Springer  
Office of Library Construction  
California State Library  
1029 J Street, Suite 400  
Sacramento, CA 95814-2825

*or*

**FAX:** (916) 445-9200

### **Title 24 Regulations**

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Title 24 Rulemaking  
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### ***September 6, 2001 Library Board Meeting:***

The next meeting of the California Public Library Construction and Renovation Board will be held on September 6, 2001 at the California Department of Water Resources Building's first floor auditorium from 1:00 p.m. to 4:00 p.m. The board will discuss possible modifications to the previously proposed regulations. If any modifications are made, there will be a 15-Day comment period for those proposed modifications.

### ***Revised Timeline for the Library Bond Act:***

If the rulemaking files can be closed by the middle of October, the California Building Standards Commission will hopefully approve the Title 24 regulations by the end of November, and the Office of Administrative Law will hopefully approve the Title 5 regulations by the first part of December. If this is the case, both sets of regulations will be in effect shortly after the first of the year, and the first application deadline will be June 14, 2002.

## Training Corner

**Provider: InFoPeople -**

**InFoPeople Distance Education Program**

InFoPeople will offer at least eight web-based courses during 2001. For this year, these courses are offered free of charge to participants. They are being fully supported by a federal Library Services and Technology Act grant from the California State Library.

**Course:** Intermediate HTML: Setting the Table

**Dates and Locations:**

Web-based courses during 2001

<http://infopeople.org/WS/workshop/Workshop/52>

**Provider: Cuesta College, San Luis Obispo**

**Course:** LIBINF1 - Introduction to Library Services

**Dates and Locations:**

(8) week session - Oct. 22 to Dec. 17, 2001

Mandatory meeting:

Saturday, August 25, 2001 12:00-2:00pm,  
room 6304, San Luis Obispo Campus

[http://www.cuesta.cc.ca.us/campus/pubs/00\\_02/degrees/libtech.htm](http://www.cuesta.cc.ca.us/campus/pubs/00_02/degrees/libtech.htm)

**Provider: InFoPeople**

**Course:** Introduction to HTML: Tag You're It!

**Dates and Locations:**

Wednesday, August 8, Riverside County Library -  
Robidoux Branch

Thursday, August 23, National City Public Library

Tuesday, September 18, San Jose Public Library

<http://infopeople.org/WS/workshop/Workshop/53>

**Provider: CALTAC**

**Course:** Technology Survival Skills for  
Library Trustees and Commissioners

**Dates and locations:**

September 22:

San Francisco Public Library, 9 a.m. to noon  
100 Larkin Street  
San Francisco CA 94102

September 29:

City of Cerritos Council Chambers, 9 a.m. to noon.  
18125 Bloomfield Ave  
Cerritos, CA 90725

For more information, please send your name, address,

telephone, email information to "CALTAC" to:

If registering for the San Francisco Workshop:

Mark Weinberger

49 Creston Ave.

Daly City, CA 94015

If registering for the Cerritos Workshop:

Virginia Warren

97 Aspen Way

Rolling Hill Estates, CA 90274

**Provider: InFoPeople**

**Course:** Law on the 'Net: A Workshop for  
Non-Law Librarians

**Dates and locations:**

Tuesday, August 14, National City Public Library

<http://infopeople.org/WS/workshop/Workshop/8>

**Provider: InFoPeople**

**Course:** Common Sense Project Management

**Date and location:**

Thursday, September 13, Belvedere -

Tiburon Public Library (SF area - North Bay)

<http://infopeople.org/WS/workshop/Workshop/48>

**Provider: InFoPeople**

**Course:** Mastering Tough Public Service Situations

**Dates and location:**

Tuesday, August 7, Bakersfield-

Beale Memorial Library, Kern County Library

Wednesday, August 8,

San Bernardino Public Library-Central

Wednesday, October 3,

Belvedere-Tiburon Public Library

Thursday, October 4, Pleasant Hill-

Contra Costa County Library Gates Lab

Tuesday, October 16, Los Angeles Public Library-

Mid-Valley Regional Branch

<http://infopeople.org/WS/workshop/Workshop/55>

**Provider: CLA ACTSS**

**Course:** Cataloging e-Books

**Dates and locations:**

August 1 at Payson Library, Pepperdine University

<http://www.pepperdine.edu/main/VisitorInfo/VisitorInformationMalibu.htm>



# LSTA grant awards for 2001/2002 to be announced

State Librarian Kevin Starr will announce grant awards for federal Library Services and Technology Act (LSTA) applications in California for fiscal year 2001/02 this month. After review and recommendations by staff, the State Librarian will decide which of the submitted grant applications are to receive LSTA funding. Once the applicant libraries have received the State Librarian's grant award letter, they can officially begin their projects.

Funded projects for this upcoming grant cycle will run from Oct. 1, 2001, to Sept. 30, 2002.

For general information about LSTA, you can visit the California State Library website at [www.library.ca.gov/html/grants.html](http://www.library.ca.gov/html/grants.html). For additional information, contact Jay Cunningham, LSTA coordinator, CSL, at (916) 653-8112, or by email to [jcunningham@library.ca.gov](mailto:jcunningham@library.ca.gov).

THE CALIFORNIA STATE LIBRARY

## CONNECTION

LIBRARY OF CALIFORNIA

## Training Corner

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August 2nd at the Ricard Memorial Observatory,  
Santa Clara University  
<http://www.scu.edu/map>

**Provider:** InfoPeople

**Course:** Survival Skills for School Librarians:  
Using Web Technology

**Dates and locations:**

Wednesday, August 1, Pleasant Hill-  
Contra Costa Cty Library Gates Lab  
Monday, August 13, Cerritos Public Library  
Monday, September 17,  
Fresno County Public Library Gates Computer Lab  
Monday, October 1, Los Angeles Public Library  
Monday, October 22, National City Public Library  
Friday, November 9, San Jose Public Library -  
GATES Lab  
<http://infopeople.org/WS/workshop/Workshop/57>

**Provider:** InFoPeople

**Course:** Computer and Internet Troubleshooting 101

**Dates and Locations:**

Tuesday, August 14,  
Ventura County Library-E.P.Foster

Tuesday, September 25,  
Sacramento County Office of Education  
Tuesday, October 9,  
Riverside County Library-Robidoux Branch  
Tuesday, October 23, Bakersfield-  
Beale Memorial Library, Kern County Library  
Wednesday, October 31, Vallejo-  
John F. Kennedy Library Branch,  
Solano County Library  
Wednesday, November 7,  
National City Public Library  
Monday, November 19,  
San Jose Public Library - GATES Lab  
Friday, December 7, Los Angeles Public Library  
Electronic Resources Training Center  
<http://infopeople.org/WS/workshop/Workshop/51>

**Provider:** InFoPeople

**Course:** Readers' Advisory on the Web

**Dates and Locations:**

Wednesday, October 24  
San Francisco Public Library  
<http://infopeople.org/WS/workshop/Workshop/49>



## 2001

### August

#### August 15-16, 2001

Library of California board meeting, San Diego

#### August 16-25, 2001

International Federation of Library Associations and Institutions (IFLA)  
General Conference, Boston

### October

#### October 14-20, 2001

Teen Read Week

#### October 31-November 2, 2001

California School Libraries Association (CSLA), Annual Conference,  
Long Beach

### November

#### November 2-5, 2001

California Library Association (CLA), Annual Conference, Long Beach

#### November 5-6, 2001

Library of California board meeting, Long Beach

#### November 14-18, 2001

American Association of School Librarians (AASL)  
National Conference, Indianapolis

## 2002

#### January 18-23, 2002

American Library Association (ALA) Midwinter Meeting, New Orleans

#### March 13-16, 2002

Public Libraries Association (PLA) National Conference, Phoenix

#### April 14-20, 2002

National Library Week

#### June 13-20, 2002

American Library Association (ALA) Annual Conference, Atlanta

## CONNECTION

is the web site newsletter  
of the California State Library  
and the Library of California.

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Articles for inclusion in a  
future issue of the

*Connection* are welcomed.

Please submit articles or  
suggestions to the *Connection*  
editor, Sarah Dalton.



CALIFORNIA  
STATE LIBRARY  
FOUNDED 1850

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